GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:39
ANSWERED ON:25.07.2005
PROMOTION OF TOURISM
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Will the Minister of TOURISM be pleased to state:

(a) whether new initiatives and marketing strategies have been formulated by the Government for promotion of tourism during 2005-06;

(b) if so, the details thereof; and

(c) the steps taken by the Government for increasing number of tourists and ensuring their safety in States?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a) : Yes, Sir.

(b) and (c) : The new domestic and global campaigns for the current year focus on India as a destination for niche segments like Medical Tourism, Cruise Tourism, Spiritual Tourism etc. The aim is to expand the range of the tourism products in India both for the domestic and international consumers. Atithi Devo Bhavah campaign launched last year by the Ministry emphasises treating the guest as God, and one of its components is training of the stakeholders and service providers, to make them aware of the benefits of tourism and the need to treat the tourist with care and courtesy.